

Preparing to Create Your Visual Business Plan

In a journal or a document on your computer, answer the following questions to the best of your ability. It's okay to skip the ones you don't know or aren't sure about. This is where we are headed and will help me gauge where we are beginning.

You:

- What do you love doing more than anything else?
- What does an ideal day in your business/life look like?
- What do you do in your free time?
- What is your big WHY? (This is what keeps you working every day.)
- Why YOU? What is your unique brilliance? What are you best at?
- Who else is doing what you do? What do you love/admire about their work?
- How are you unique?

Your Clients:

- Who is your IDEAL client, and are there enough of them in the world to create a thriving business?
- What PROBLEMS do you solve for this client?
- Why are you the BEST person to solve these problems?

- What services/products do you offer to solve these problems?

Your Money:

- What is your BOLD money goal for the next two months, six months, twelve months?
- What is your desired MONTHLY income?
- How many SALES do you need to make to reach that income?
- How many PEOPLE do you need to talk to in order to get those sales?
- What is your COST of doing business every month?

Your Team:

- Who is on your support team?
 - Friends/Family/Spouse
 - Mentor/Coach
 - Hired Team (Finances and Accounting, Web/IT, Art/Media, Management, Admin, etc.)
 - Strategic Partners (other business owners who target the same specific audience that you do)